



What's the situation?

Identify the main situations that are or will impact the growth of your idea, project or organization.
Describe a situation based on these 4 categories: Snowball, Indifferent, Magnifying, and Star.

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Situation	Description	Causes	Effects	Stakeholders
 SNOWBALL Small situation that in time will grow to have a bigger impact.	<p>Briefly describe the situation</p> <p>Positive + / Negative -</p>	<p>Primary cause</p> <hr/> <p>Secondary cause</p>	<p>Short term</p> <hr/> <p>Long term</p>	<p>People</p> <hr/> <p>Organizations or other</p>
 INDIFFERENT A situation that has been easily ignored.	<p>Briefly describe the situation</p> <p>Positive + / Negative -</p>	<p>Primary cause</p> <hr/> <p>Secondary cause</p>	<p>Short term</p> <hr/> <p>Long term</p>	<p>People</p> <hr/> <p>Organizations or other</p>
 MAGNIFYING A situation under high scrutiny,	<p>Briefly describe the situation</p> <p>Positive + / Negative -</p>	<p>Primary cause</p> <hr/> <p>Secondary cause</p>	<p>Short term</p> <hr/> <p>Long term</p>	<p>People</p> <hr/> <p>Organizations or other</p>
 STAR An ideal or near perfect situation. (It can be hypothetical)	<p>Briefly describe the situation</p> <p>Positive + / Negative -</p>	<p>Primary cause</p> <hr/> <p>Secondary cause</p>	<p>Short term</p> <hr/> <p>Long term</p>	<p>People</p> <hr/> <p>Organizations or other</p>



Point Storming

Storm of concepts or elements that are associated with the challenge at hand to inspire creativity

List under each column all the concepts you can think of in a limited time. Remember, the more the better!

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Objects

What things (tangible and intangible) make up the situation?



Personas

Who are the main actors or players involved?



Actions

What actions do the actors perform? Or what happens to them?

 Time

What is the frequency,
the season, the time of
day or durations?

The Place logo consists of a stylized map icon on the left, which is white with a pink outline, showing a location marked by a circle with an 'x' and a dashed line. To the right of the icon, the word "Place" is written in a large, bold, black sans-serif font.

In what context, place,
zone or territory does it
happen?



Brain Writing

Register the highest number of ideas under a 5 minute time lapse.
First register the points selected in Point Storming and then write the idea.
This exercise should be done individually and in silence. Then share.

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Radar of great ideas

Evaluate and prioritize your ideas based on: **Impact** ¿Will it change somebody's life?

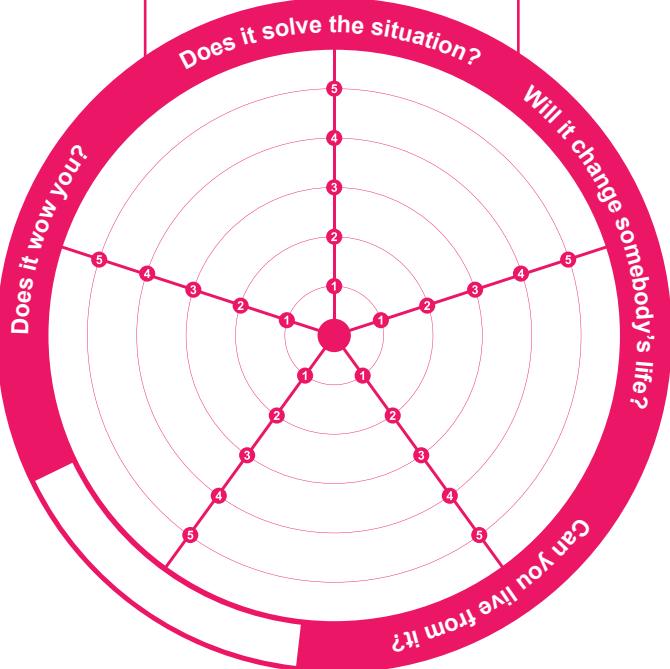
Innovation ¿Does it wow you? **Viability and Sustainability** ¿Can you live from it?, **Coherence** ¿Does it solve the situation? and a **Wild card** criteria of your choice.

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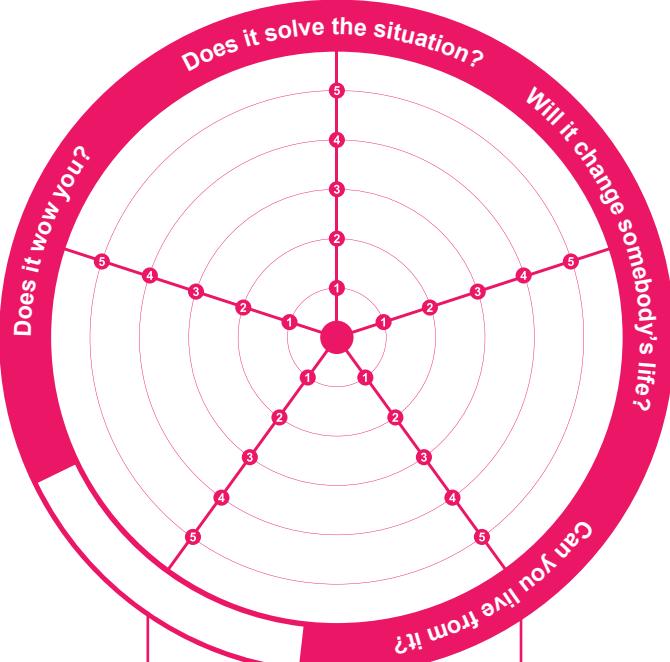


Total score

Idea 1



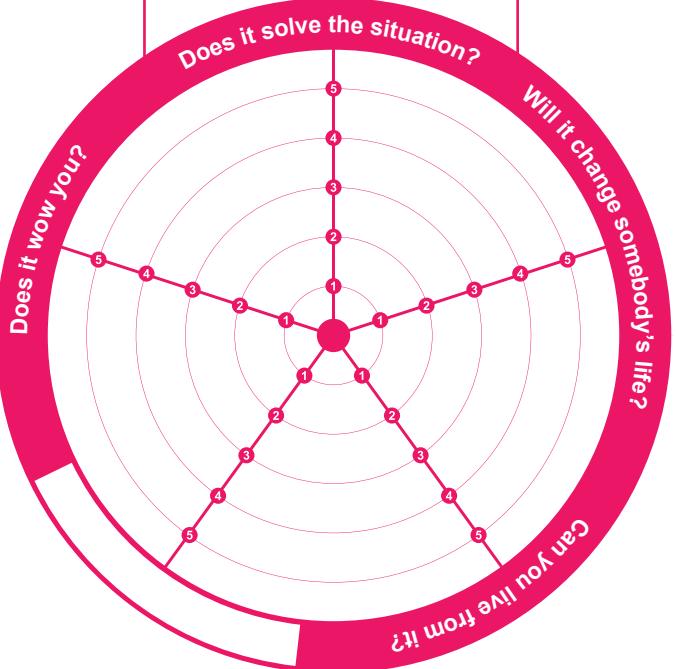
Total score



Idea 2

Total score

Idea 3





Structure of a pitch

Step by step guide to build the perfect pitch for your idea or project.

This tool proposes a base structure which can be delivered in a different order or omitting or adding some steps how you see fit.

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1. Why?

Alert about the problem you want to solve

2. How?

How would you tackle the problem?
How would you achieve this?

3. What?

What's the name of your idea?
What it's about?
What makes it stand out?

4. Closure

What's your call of action?
How do you want to be remembered?



You might also include...

What are the current solutions?

In the last decade...
Everyday we encounter...

We want to change this by...
To solve this we will focus on...

You might also include...

Have you tested the idea?

You might also include...

Why are you the 'perfect' team?

This app is called.. and it helps...
It consists of a system...

Together we can...
For this to work we need...